International Journal of Culture and Modernity
ISSN 2697-2131, **Volume 17**
https://ijcm.academicjournal.io/index.php/ijcm

The Phenomenon of Etique Formula of Appeal in Russian and Uzbek Speech Communication

Giyosova Vasila Avaz kizi
Teacher of FerSU

Khuzhamberdieva Hurshida Shukhrat kizi
2nd year student Fergana state university

ANNOTATION

The main purpose of the language is to be a means of communication, a means of communicating thoughts about the surrounding reality, as well as a means of accumulating and storing such thoughts and knowledge. But in addition to these functions, the language also has other, especially important ones. To understand speech etiquette, its role in our communication.

KEYWORDS: etiquette, address, speech etiquette, speaker, addressee, sphere of communication, address formula, nomination.

Appeal plays an important role in the structure of speech etiquette. An address is understood as “a word or group of words that is called the one to whom the speech is addressed.” The main functions of the appeal are the functions of attracting attention, establishing and maintaining verbal contact with the interlocutor, as well as characterizing the role positions of communication partners, their social and personal relationships.

When choosing forms of address to the interlocutor, the following main factors should be taken into account: type of situation (official, informal, semi-official); the degree of acquaintance of the interlocutors (unfamiliar, unfamiliar, well-known); attitude towards the interlocutor (respectful, respectful, neutral-polite, familiar, friendly-informal, etc.); characteristics of the speaker, characteristics of the addressee, place of communication (at home, on the street, at a meeting, etc.); circulation time .

The appeals are historical in nature. The etiquette requirement is an adequate assessment of the communicative situation and the choice of address that corresponds to the norms of etiquette for this situation. The appeal shows the degree of politeness of the interlocutors; it, as it were, fixes additional politeness.

The concept of politeness is different for different peoples. What is considered polite in some cultures may be considered impolite in others. Let's compare the conversion formulas of Russians and Nepalese. In Russian speech etiquette, there are no formulas for direct appeals in an official setting and in situations of communication between strangers. It is considered etiquette to replace direct appeals with attention-grabbing structures such as: "Sorry ...", "Sorry ...". This is understandable for Russians, but not understandable for many foreigners. Particularly the Nepalese.

It is known that in Uzbekistan, in an official setting, it is customary to express increased politeness with the help of direct nominations: “zhanob”, “aziz inson”, “birodar”, used both

International Journal of Culture and Modernity
ISSN 2697-2131, **Volume 17**
https://ijcm.academicjournal.io/index.php/ijcm

with a surname and without it.

The absence of direct nominations in the function of appeals in Russian, replacing them with verbal constructions to attract attention seems impolite to Uzbek students, therefore, when addressing a teacher, they use constructions with the nominative stem “ustoz”, “muallim”.

In an official setting in Russian communication, it is etiquette and respectful to address familiar and unfamiliar people by name and patronymic. This is also the European tradition. Moreover, experts in the theory and practice of communication advise more often to address a person by name in order to achieve success with an interlocutor, because a person loves no other word like his name.

However, in Uzbek speech etiquette, calling another person by name in a formal setting is considered extremely impolite. Calling by name in Uzbekistan is used only among well-known people in an informal, friendly atmosphere.

If the communicants are unfamiliar or unfamiliar and are in a semi-official or informal setting, then the obligatory addresses with a nominative basis in the Nepalese language are the addresses: “khurmatli”, “aziz”, “dust”, “birodar”. These appeals can be heard on the street, and in the market, and at the university, in an informal and semi-official setting between people of approximately the same age, no matter how old they communicate.

"Singil" - "younger sister"

"Opa" - "big sister"

"Aka" - "big brother"

"Uka" - "younger brother"

A note should be made here: the appeals "brother", "sister" are rarely used in Russian speech etiquette, they are used:

- between relatives who are in consanguinity and emphasizing this consanguinity;
- in communication between monks;
- For addressing between strangers or unfamiliar people, they are used only by persons from the Caucasus or from the eastern republics (or to stylize their language). In modern Russian, this appeal is not etiquette, it carries a connotative color - “not ours”, “non-Russian”.

“Kizim, kizalogim, kizginam” - closer to the Russian “daughter”, “coal, ugilzhon” - closer to the Russian “son”

In Russian speech etiquette, the appeals "daughter", "son" can be used in two cases:

1. An affectionate form of address between people who are in very close family relationships (parents - children). Under certain conditions, this construction is replaced by the parents with the formula "daughter", "son".
2. Between people unfamiliar, unfamiliar, not related. Has a casual character. Cannot be replaced by the addresses "daughter", "son".

“Toga, amaki”, “amma”, “hola”, - “uncle, aunt” - in the Uzbek language is a neutral-polite form of addressing a familiar, unfamiliar, unfamiliar older person.

International Journal of Culture and Modernity
ISSN 2697-2131, **Volume 17**
https://ijcm.academicjournal.io/index.php/ijcm

In Russian speech etiquette, the nominations "uncle", "aunt" are used as children's addresses to relatives, as a rule, with the addition of a name. These formulas are of a clear age and vernacular character.

In Uzbek etiquette, respect is shown not only by the chosen form of address, but also by the tone, timbre, and rhythm of the voice.

Uzbeks in a conversation more often than Russians use the word "you". This is a mandatory appeal, both to strangers and to familiar people, and even to the closest relatives. Children must call their parents, grandparents and all older brothers and sisters only on "you". Children are considered ill-mannered if they are present when the elders are talking. Parents who allow such liberties are condemned by society.

So, even a superficial examination of the etiquette formulas of address in Russian and Uzbek communication reveals their significant differences.

REFERENCE.

1. Adkhamjanovna, K. M. ., Mirzakholmatovna, K. Z. ., Raxmonberdiyevna, T. S. ., & kizi, M. M. B. . (2022). Increasing Interest in the Lesson through Extracurricular Activities. Spanish Journal of Innovation and Integrity, 6, 256-261.
2. Akmaljonovna, A. Z. (2022). The Role of the Internet and Modern Electronic Dictionaries in Increasing the Lexicographic Competence of Primary School Students. *International Journal of Culture and Modernity*, *17*, 1-6.
3. Akramovna, T. N. (2017). Language learners' needs in esp teaching. *Научные исследования*, (7 (18)), 32-33.
4. Akramovna, T. N. (2017). THE ROLE OF learner-based teaching in the efl syllabus. *Научные исследования*, (7 (18)), 34-35.
5. Alijon, A. ., Xoldorovich, S. Z. ., Abbosovna, G. M. ., & kizi, M. M. A. . (2022). Technology of Individualization of Learning. Spanish Journal of Innovation and Integrity, 6, 291-297.
6. Bakirov, T. Y. (2020). USE OF THE IDEA OF DIDACTIC ADVANCEMENT THE METHOD OF TEACHING BETWEEN MATHEMATICAL DISCIPLINES. *Scientific Bulletin of Namangan State University*, *2*(7), 432-438.
7. Bakirov, T. Y., & Turgunbaev, R. M. (2019). IMPROVING THE TEACHING OF SCIENTIFIC CONCEPTS ABOUT THE LINE IN INTERDISCIPLINARY COMMUNICATION IN THE PROCESS OF PREPARING FUTURE MATHEMATICS TEACHERS. *Scientific Bulletin of Namangan State University*, *1*(10), 278-287.
8. Farkhodovich, T. D. ., kizi, D. M. S. ., & kizi, A. U. Y. . (2022). Critical Thinking in Assessing Students. Spanish Journal of Innovation and Integrity, 6, 267-271.
   Feruzaxon Uljayevna O'Rinova, Dilyora Iskandarovna Yuldashboyeva BO'LAJAK TARBIYACHILARDA AQLIY FAOLIYAT MADANIYATINI SHAKLLANTIRISH // Central Asian Academic Journal of Scientific Research. 2022. №3. URL: https://cyberleninka.ru/article/n/bo-lajak-tarbiyachilarda-aqliy-faoliyat-madaniyatini-shakllantirish (дата обращения: 24.06.2022).

International Journal of Culture and Modernity
ISSN 2697-2131, **Volume 17**
https://ijcm.academicjournal.io/index.php/ijcm

9. GIYOSOVA, V. (2019). Functioning of fairy-tale as one of the variety of folklore text in oral folk art. *Scientific journal of the Fergana State University*, *1*(6), 124-126.
10. Gulnoza, R., & Lola, K. (2022). OBRAZLAR TALQINIDA LINGVISTIK IMKONIYATLAR. *Central Asian Research Journal for Interdisciplinary Studies (CARJIS)*, *2*(Special Issue 3), 91-95.
11. Kholmatova, Z. T., & Kholikova, D. M. (2022). MODEL OF DEVELOPING AND DEVELOPING INNOVATIVE THINKING SKILLS IN STUDENTS. *International Journal of Philosophical Studies and Social Sciences*, *2*(4), 190-195.
12. kizi Giyosova, V. A., & Sabirov, N. K. FAIRY TALES OF THE RUSSIAN AND UZBEK PEOPLES (COMPARATIVE APPROACH).
13. kizi, O. N. K. ., kizi, B. M. U. ., kizi, S. Z. M. ., & kizi, K. G. T. . (2022). Education Creation Training Multimedia – Means. Spanish Journal of Innovation and Integrity, 6, 249-255.
14. Kochkorbaevna, K. B. ., Pulatovna, N. G. ., & Nurmahamatovna, O. Z. . (2022). It in Individual Learning. Spanish Journal of Innovation and Integrity, 6, 284-290.
15. Muhammadkadirovna, G. D. ., Abdulhamitovna, S. H. ., & Qizi, R. D. T. . (2022). The Role of Innovative Training Methods in Individualization Training. Spanish Journal of Innovation and Integrity, 6, 272-279.
16. Mukhtoraliyevna, Z. S. ., & Salimakhon, M. . (2022). Psycholinguistics and Neurolinguistics of Bilinguism. Spanish Journal of Innovation and Integrity, 6, 387-391.
17. Mukhtoraliyevna, Z. S. ., & Saminjanovna, M. S. . (2022). Formation of Future Primary School Teachers Skills to Use Project Activities. Spanish Journal of Innovation and Integrity, 6, 346-353.
18. Mukhtoraliyevna, Z. S. ., & Tavakkalovna, A. G. . (2022). History of Information Technologies in Education. Spanish Journal of Innovation and Integrity, 6, 359-363.
19. Mukhtoraliyevna, Z. S., & G'aniyevna, M. M. (2022). Oral and Written Forms of Speech. International Journal of Culture and Modernity, 13, 39-43.
20. Mukhtoraliyevna, Z. S., & Madaminkhonqizi, S. M. (2022). Methods of Mnemonics in Pedagogical Work with Elementary School Students. International Journal of Culture and Modernity, 13, 44-52.
21. Muxtoraliyevna, Z. S. ., & qizi, M. M. M. . (2022). The Concept of a Poetic Text and its Features. Spanish Journal of Innovation and Integrity, 6, 418-423.
22. Nabijonova, F. (2022). Boshlangich sinflarda didaktik oyinlarning ahamiyati: Nabijonova Feruza. *Qo'qon universitetining ilmiy materiallar bazasi*, *1*(000006).
23. Nabijonova, F. (2022). BOSHLANGICH SINFLARDA OZGA GAPNING QOLLANILISHI. *Ijodkor o 'qituvchi*, *2*(19), 180-184.
24. NI To'xtasinova. (2019). Psevdoqovariq sohalar va ularning xossalari. FarDU ilmiy xabarlar 1 (2), 111-112.
25. O'G'Li, T. I. M., & Akramovna, T. N. (2019). Applying corpus-based activities in the classroom. *Достижения науки и образования*, (8-2 (49)), 19-20.

International Journal of Culture and Modernity
ISSN 2697-2131, **Volume 17**
https://ijcm.academicjournal.io/index.php/ijcm

O'rinova, F. (2019). REPORT ON PROBLEMS IN THE PRE-SCHOOLS OF ORGANIZATIONAL PREVENTIVE CENTERS. *Scientific Bulletin of Namangan State University*, *1*(11), 311-315.

26. Sayfutdinovna, A. B., Farkhadovich, T. D., & Imomovna, T. N. (2021). Methodology Of Developing Logical Thinking In The Process Of Teaching Mathematics In Grades 5-9 Students Ways To Apply In Practice The Didactic Complex Of Conditions For The Development Of Logical Thinking Of Students In Mathematics Lessons. *European Journal of Molecular and Clinical Medicine*, *8*(1), 948-962.
27. Sobirovna, U. O. (2022). The Use of Mnemotechniques in Teaching Younger Schoolchildren. Spanish Journal of Innovation and Integrity, 6, 446-450.
28. Sohiba, Z., & Gulnoza, R. (2022). LINGVOKULTUROLOGIYADA "SOG'INCH" KONSEPTINING QO'LLANILISHI VA O'ZIGA XOSLIKLARI. O'ZBEKISTONDA FANLARARO INNOVATSIYALAR VA ILMIY TADQIQOTLAR JURNALI, 1(8), 711-717.
29. Sohiba, Z., & Gulnoza, R. (2022). MATNLARDA OBRAZLAR SILSILASI VA ULARNING LINGVOPRAGMATIK TALQINI. *Ijodkor o 'qituvchi*, *2*(19), 204-206.
30. Uljaevna, U. F. (2020). Didactic games in preschool educational system. *Проблемы современной науки и образования*, (4-2 (149)), 27-29.

Uljaevna, U. F., & Shavkatovna, S. R. DOI: 10.5958/2249-7137.2021. 00358. *X "Development and education of preschool children" ACADEMICIA. An International Multidisciplinary Research Journal.(Double Blind Refereed & Peer Reviewed Journal). ISSN*, 2249-7137.

31. Uljayevna, U. F. (2022). DEVELOPMENT OF INTELLECTUAL ABILITIES OF PRESCHOOL CHILDREN THROUGH DEVELOPING TECHNOLOGIES. *Modern Journal of Social Sciences and Humanities*, *4*, 393-396.

Urinova, F. (2019). NEW PEDAGOGICAL TECHNOLOGY IN EDUCATIONAL CONTENT: DIRECTIONS, PROBLEMS, SOLUTIONS. *Теория и практика современной науки*, (5), 74-76.

Urinova, F. A., & Usmonova, S. Y. Q. (2019). IN CONTINUOUS EDUCATION SYSTEM HUMANISTIC CHARAKTERISTICS OF PARTNERSHIP PEDOGOGY. *Scientific Bulletin of Namangan State University*, *1*(12), 317-322.

32. Usmonova, O. (2016). Ikkinchi sinf darsliklarida shartli belgilar. *Ta'lim va kasbiy mahorat. Ilmiy uslubiy maqolalar to'plami*, *1*(06), 46-49.
33. Valijonovna, K. I. ., Rakhmatjonovich, T. D. ., Mukhtoraliyevna, Z. S. ., & kizi, S. G. G. . (2022). Informational Technology at Education. Spanish Journal of Innovation and Integrity, 6, 262-266.
34. Yunusalievich, B. T. (2020). THE CONTINUITY OF THE STUDY ON THE TOPIC" COMPLEX NUMBERS" IN SECONDARY SCHOOLS AND IN PEDAGOGICAL UNIVERSITIES OF THE REPUBLIC OF UZBEKISTAN. *European Journal of Research and Reflection in Educational Sciences Vol*, *8*(10).

International Journal of Culture and Modernity
ISSN 2697-2131, **Volume 17**
https://ijcm.academicjournal.io/index.php/ijcm

35. Yusupova, A. K., & Tokhtasinova, N. I. (2022). TYPICAL MISTAKES OF STUDENTS IN ANALYTICAL GEOMETRY AND DIAGNOSTICS OF THE CAUSES OF ERRORS. *CURRENT RESEARCH JOURNAL OF PEDAGOGICS*, *3*(01), 1-8.
36. Бакиров, Т. Ю. (2011). О ЗНАЧЕНИИ КУРСОВ ПО ВЫБОРУ В ПОДГОТОВКЕ УЧИТЕЛЯ МАТЕМАТИКИ. *Педагогические науки*, (6), 185-188.
37. Бакиров, Т. Ю. (2021). Об изучении темы «Комплексные числа» в общеобразовательной школе и в вузах Республики Узбекистан. *Физико-математическое образование*, (5 (31)), 17-22.
38. ГВ Авазовна (2021). Классификация сказок о животных по их структурно-семантическому признаку. Преподавание языка и литературы 1 (8), 74-77
39. ГВ Авазовна (2022). THE SOCIOLINGUISTIC NATURE OF THE ADDRESS. EPRA International Journal of Research and Development (IJRD) 7 (7), 81-86

    Уринова, Ф. У. ПЕДАГОГИЧЕСКАЯ АКСИОЛОГИЯ КАК ЧАСТЬ ПЕДАГОГИЧЕСКОЙ ИННОВАТИКИ. *УЧЕНЫЙ XXI ВЕКА*, *36*.
40. Ўринова, Ф., & Отажонов, Ж. (2015). К проблеме ситуационно-позитционного обучение педагогов системы повышения квалификации.«Актуальные проблемы гуманитарных и естественных наук». *Журнал научных публикаций. Москва*, 171-172.
41. Ўринова, Ф., & Сидикова, З. (2019). КИЧИК МАКТАБ ЁШИДАГИ ЎҚУВЧИЛАРНИ НУТҚ МАДАНИЯТИНИ ШАКЛЛАНТИРИШДА КИТОБ ВА УНИНГ АХАМИЯТИ. *Scientific Bulletin of Namangan State University*, *1*(12), 344-347.